WHAT IS CLAIMED IS:

1.   A booklet system comprising:

a pre-printed custom booklet component directed to a targeted recipient and having a content control identifier;

a content controller, wherein the content controller is adapted to:

use the content control identifier received from the pre-printed custom booklet component to obtain instructions;

use the instructions to create a just-printed custom booklet component; and

use the instructions to marry the pre-printed custom booklet component and the just-printed custom booklet component to produce a customized booklet directed to the targeted recipient.

2.   The booklet system of claim 1, wherein the content control identifier is a machine-readable code.

3.   The booklet system of claim 1, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed custom booklet component, to read the content control identifier, and to send the content control identifier to the content controller.

4.   The booklet system of claim 1, wherein the pre-printed custom booklet component comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet component comprises a cover printed on a sheet-fed printer.

5.   The booklet system of claim 4, wherein the booklet system further comprises a pre-printed generic booklet component and wherein the content controller is further adapted to use the instructions to marry the pre-printed custom booklet component, the just-printed custom booklet component, and the pre-printed generic booklet component to produce a customized booklet directed to the targeted recipient.

6.   The booklet system of claim 5 wherein the content control identifier is associated with profile data of the targeted recipient and the pre-printed generic booklet component is selected from a set of pre-printed generic booklet components for inclusion in the customized booklet based on the profile data.

7.   The booklet system of claim 6, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

8.   The booklet system of claim 1, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

9.   A booklet system comprising:

      a pre-printed custom booklet component directed to a targeted recipient and having a content control identifier;

      a pre-printed generic booklet component;

      a content controller, wherein the content controller is adapted to:

            use the content control identifier received from the pre-printed custom booklet component to obtain instructions;

            use the instructions to create a just-printed custom booklet component; and

            use the instructions to marry the pre-printed custom booklet component, the just-printed custom booklet component, and the pre-printed generic custom booklet component to produce a customized booklet directed to the targeted recipient.

10.   The booklet system of claim 9, wherein the content control identifier is a machine readable code.

11.   The booklet system of claim 9, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed booklet component, to read the content control identifier, and to send the content control identifier to the content controller.

12. The booklet system of claim 9, wherein the pre-printed booklet component comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet component comprises a cover printed on a sheet-fed printer.

13. The booklet system of claim 9 wherein the content control identifier is associated with profile data of the targeted recipient and the pre-printed generic booklet component is selected from a set of pre-printed generic booklet components for inclusion in the customized booklet based on the profile data.

14. The booklet system of claim 13, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

15. The booklet system of claim 9, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

16. A booklet system comprising:

a pre-printed custom booklet component directed to a targeted recipient and having a content control identifier;

a pre-printed generic booklet component;

one or more pre-printed targeted generic booklet components;

a content controller, wherein the content controller is adapted to:

use the content control identifier received from the pre-printed custom booklet component to obtain instructions;

use the instructions to create a just-printed custom booklet component;

use the instructions to determine if the targeted recipient is to receive at least one of the one or more pre-printed targeted generic booklet components;

in the event the targeted recipient is to receive at least one of the one or more pre-printed targeted generic booklet components, identify each of the one or more

pre-printed targeted generic booklet components the targeted recipient is to receive;

use the instructions to marry the pre-printed custom booklet component, the just-printed custom booklet component, the pre-printed generic custom booklet component, and each pre-printed targeted booklet component the targeted recipient is to receive to produce a customized booklet directed to the targeted recipient.

17. The booklet system of claim 16, wherein the content control identifier is a machine readable code.

18. The booklet system of claim 16, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed booklet component, to read the content control identifier, and to send the content control identifier to the content controller.

19. The booklet system of claim 16, wherein the pre-printed booklet component comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient, and the just-printed custom booklet component comprises a cover printed on a sheet-fed printer.

20. The booklet system of claim 16 wherein the content control identifier is associated with profile data of the targeted recipient and the pre-printed targeted generic booklet component is selected for inclusion in the customized booklet based on the profile data.

21. The booklet system of claim 20, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

22. The booklet system of claim 21, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

23. A booklet system comprising:

a pre-printed custom booklet component directed to a targeted recipient and having a content control identifier;

a web-fed printer having a personalization printer integrated therewith, wherein the web-fed printer is adapted to print a just-printed booklet component;

a content controller, wherein the content controller is adapted to:

use the content control identifier received from the pre-printed custom booklet component to obtain instructions;

use the instructions to direct the personalization printer to print personalized content directed to the targeted recipient at a specified location in the just-printed booklet component; and

use the instructions to marry the pre-printed custom booklet component and the personalized just-printed booklet component to produce a customized booklet directed to the targeted recipient.

24.   The booklet system of claim 23, wherein the content control identifier is a machine-readable code.

25.   The booklet system of claim 23, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed custom booklet component, to read the content control identifier, and to send the content control identifier to the content controller.

26.   The booklet system of claim 23, wherein the personalized content is an address.

27.   The booklet system of claim 23, wherein the personalized content is a message.

28.   The booklet system of claim 23, wherein the content control identifier is associated with profile data of the targeted recipient and the personalized content is based on the profile data.

29.   The booklet system of claim 28, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

30.   The booklet system of claim 23, wherein the content controller is further adapted to use the instructions to create a just-printed custom booklet component and to marry the pre-printed

custom booklet component, the personalized just-printed booklet component, and the just-printed custom booklet component to produce a customized booklet directed to the targeted recipient.

31.   The booklet system of claim 30, wherein the pre-printed custom booklet component comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient, and the just-printed custom booklet component comprises a cover printed on a sheet-fed printer.

32.   The booklet system of claim 23, wherein the booklet system further comprises a pre-printed generic booklet component and wherein the content controller is further adapted to use the instructions to marry the pre-printed custom booklet component, the personalized just-printed booklet component, and the pre-printed generic booklet component to produce a customized booklet directed to the targeted recipient.

33.   The booklet system of claim 32 wherein the content control identifier is associated with profile data of the targeted recipient, and the pre-printed generic booklet component is selected from a set of pre-printed generic booklet components for inclusion in the customized booklet based on the profile data.

34.   The booklet system of claim 23, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

35.   A booklet system comprising:

    a pre-printed custom booklet component directed to a targeted recipient and having a content control identifier

    means to read the content control identifier to obtain instructions;

    means to use the instructions to create a just-printed custom booklet component;

    means to use the instructions to marry the pre-printed custom booklet component with the just-printed custom booklet component to produce a customized booklet directed to the targeted recipient.

36.   The booklet system of claim 35, the system further comprising:

a pre-printed generic booklet component; and

means to use the instructions to marry the pre-printed custom booklet component, the just-printed custom booklet component, and the pre-printed generic booklet component to produce a customized booklet directed to the targeted recipient.

37.   A booklet system comprising:

a pre-printed custom booklet component directed to a targeted recipient and having a content control identifier;

a web-fed printer having a personalization printer integrated therewith, wherein the web-fed printer is adapted to print a just-printed booklet component;

means to read the content control identifier to obtain instructions;

means to use the instructions to direct the personalization printer to print personalized content directed to the targeted recipient at a specified location in the just-printed booklet component; and

means to use the instructions marry the pre-printed custom booklet component and the personalized just printed booklet component to produce a customized booklet directed to the targeted recipient.

38.   The booklet system of claim 37, the system further comprising:

a pre-printed generic booklet component; and

means to use the instructions to marry the pre-printed custom booklet component, the just-printed custom booklet component and the pre-printed generic booklet component to produce a customized booklet directed to the targeted recipient.

39.   A method for printing a booklet directed to a targeted recipient using a booklet system, the method comprising:

reading a content control identifier from a pre-printed custom booklet component;

using the content control identifier received from the pre-printed custom booklet component to obtain instructions;

using the instructions to create a just-printed custom booklet component; and

using the instructions marry the pre-printed custom booklet component with the just-printed custom booklet component to produce a customized booklet directed to the targeted recipient.

40. The method for printing a booklet directed to a targeted recipient using a booklet system of claim 39, wherein the content control identifier is a machine-readable code.

41. The method for printing a booklet directed to a targeted recipient using a booklet system of claim 39, wherein the pre-printed custom booklet component comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet component comprises a cover printed on a sheet-fed printer.

42. The method for printing a booklet directed to a targeted recipient using a booklet system of claim 41, the method further comprises using the instructions to marry the pre-printed custom booklet component and the just-printed custom booklet component with a pre-printed generic booklet component.

43. The method for printing a booklet directed to a targeted recipient using a booklet system of claim 39, wherein the content control identifier is associated with profile data of the targeted recipient and the method further comprises:

using the profile data to select a targeted pre-printed generic booklet component from a set of pre-printed generic booklet components for inclusion in the customized booklet based on the profile data; and

using the instructions to marry the pre-printed custom booklet component with the just-printed custom booklet component and the targeted generic book component to produce a customized booklet directed to the targeted recipient.

44. The method for printing a booklet directed to a targeted recipient using a booklet system of claim 43, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

45.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 43, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

46.   A method for printing a booklet directed to a targeted recipient using a booklet system, the booklet system comprising a web-fed printer having a personalization printer integrated therewith and wherein the web-fed printer is adapted to print a just-printed booklet component, the method comprising:

> reading a content control identifier from a pre-printed custom booklet component;

> using the content control identifier received from the pre-printed custom booklet component to obtain instructions;

> using the instructions to direct the personalization printer to print personalized content directed to the targeted recipient at a specified location in a just-printed booklet component; and

> using the instructions to marry the pre-printed custom booklet component with the personalized just printed booklet component to produce a customized booklet directed to the targeted recipient.

47.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the content control identifier is a machine-readable code.

48.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed custom booklet component, to read the content control identifier, and to send the content control identifier to the content controller.

49.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the personalized content is an address.

50.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the personalized content is a message.

51.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the content control identifier is associated with profile data of the targeted recipient and the personalized content is based on the profile data.

52.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 51, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

53.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the content controller is further adapted to use the instructions to create a just-printed custom booklet component and to use instructions to marry the pre-printed custom booklet component, the personalized just-printed booklet component, and the just-printed custom booklet component to produce a customized booklet directed to the targeted recipient.

54.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 53, wherein the pre-printed custom booklet component comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet component comprises a cover printed on a sheet-fed printer.

55.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the booklet system further comprises a pre-printed generic booklet component and wherein the content controller is further adapted to use the instructions to marry the pre-printed custom booklet component, the personalized just-printed booklet component, and the pre-printed generic booklet component to produce a customized booklet directed to the targeted recipient.

56.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 55 wherein the content control identifier is associated with profile data of the targeted recipient and the pre-printed generic booklet component is selected from a set of pre-printed generic booklet components for inclusion in the customized booklet based on the profile data.

57.   The method for printing a booklet directed to a targeted recipient using a booklet system of claim 46, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.